

Message Text

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ACTION COME-00

INFO OCT-01 EUR-12 NEA-10 ISO-00 EB-07 CIAE-00 INR-07

LAB-04 NSAE-00 PA-02 SIL-01 USIA-15 PRS-01 /060 W

-----271653Z 083474 /43

P R 271503Z MAY 77

FM AMEMBASSY CAIRO

TO SECSTATE WASHDC PRIORITY 5538

INFO AMEMBASSY ABU DHABI

AMEMBASSY ALGIERS

USINT BAGHDAD

AMEMBASSY DAMASCUS

AMEMBASSY DOHA

AMEMBASSY JIDDA

AMEMBASSY KUWAIT

AMEMBASSY MANAMA

AMEMBASSY MUSCAT

AMEMBASSY RABAT

AMEMBASSY SANA

AMEMBASSY TEHRAN

AMEMBASSY TEL AVIV

AMEMBASSY TRIPOLI

AMEMBASSY TUNIS

AMEMBASSY ATHENS

UNCLAS CAIRO 8962

E.O. 11652: N/A

TAGS: BEXP, EG

SUBJECT: FY-79 BIC/CAGNE TRADE PROMOTION EVENT SCHEDULE

REF: (A) STATE 120727 (B) CAIRO 7788 (C) STATE 081091

1. EMBASSY BELIEVES SCHEDULE OF EVENTS PROPOSED REF B STILL
SUITABLE IN LIGHT OF RESPONSES FROM OTHER POSTS. NO FURTHER
REPLY WAS SUBMITTED, BECAUSE REF C APPEARS TO REQUIRE AN ADDI-
TIONAL MESSAGE ONLY IN THE EVENT THAT POSTS WISHED TO CHANGE
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THEIR ORIGINAL SCHEDULES. WE DID NOT.

2. WE NOTE THAT TELECOMMUNICATIONS THEME PROPOSED REF B WAS ALSO
SUGGESTED BY JIDDA, CASABLANCA AND BAGHDAD. WHILE THERE ARE SOME
DIFFERENCES WITH RESPECT TO TIMING AND FORMAT, THIS WOULD APPEAR
TO BE AN APPROPRIATE SUBJECT FOR AN AREA MISSION.

3. OTHER THEMES PROPOSED BY REF B AND ALSO SUGGESTED IN REPLIES OF OTHER POSTS INCLUDE CONSTRUCTION EQUIPMENT (SANA, KUWAIT AND BAGHDAD); ELECTRICAL POWER AND DISTRIBUTION EQUIPMENT (DOHA, TEHRAN AND BAGHDAD); AND FOOD PROCESSING EQUIPMENT (CASABLANCA, BAGHDAD AND KUWAIT).

4. TEXTILE MACHINERY THEME WAS ONLY ONE PROPOSED REF B WHICH APPEARED TO FIND NO ECHO AMONG OTHER POSTS. THE IMPORTANCE OF THIS INDUSTRY IN EGYPT, AND THE PROSPECT OF AID AND INTERNATIONAL FINANCING OF A NUMBER OF PROJECTS, MAY NEVERTHELESS MAKE THIS A SUITABLE SUBJECT FOR A TRADE PROMOTION EVENT.

5. REF B PROPOSED FOUR TRADE PROMOTION EVENTS IN OCTOBER TO MAY SEASON. THIS IS OUR VIEW OF APPROPRIATE NUMBER OF EVENTS. WE NOTE HOWEVER THAT CHANGES IN WHATEVER SCHEDULE IS PROPOSED AT THIS TIME ARE LIKELY TO OCCUR. WE HAVE JUST HAD A REQUEST, FOR EXAMPLE, TO CONSIDER AN ADDITIONAL MISSION FOR OCTOBER 1977.

6. LOCAL TRANSLATION AND PRINTING OF BROCHURES IS FEASIBLE. WE WOULD WANT AT LEAST 9 WEEKS HOWEVER BETWEEN TIME MATERIAL IS RECEIVED AND THE TIME AND MISSION ARRIVES. PRICE RECENTLY QUOTED FOR 300 COPIES OF BROCHURE, PLAIN PAPER, NO PICTURES, WAS 250 EGYPTIAN POUNDS (\$357.15 AT THE PARALLEL RATE.)

7. ALL PROPOSED EVENTS WOULD AIMED LARGELY AT RELATIVELY SOPHISTICATED AUDIENCE OF GOVERNMENT PURCHASERS, ALTHOUGH GROWING PRIVATE SECTOR, ALSO RATHER SOPHISTICATED, WOULD BE SUITABLE TARGET FOR SOME ITEMS.

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Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Expiration:
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From: CAIRO
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